

Message Text

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21

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W

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R 010655Z MAR 75

FM AMEMBASSY HELSINKI

TO USDOC WASHDC

INFO SECSTATE WASHDC 8347

AMEMBASSY COPENHAGEN

AMEMBASSY OSLO

AMEMBASSY STOCKHOLM

UNCLAS HELSINKI 437

FOR BIC/OIM/DONALD TRAFTON; STOCKHOLM FOR KIRBY
AND HOWARD

E.O. 11652: N/A

TAGS: BEXP SW FI

SUBJECT: HOTEL & RESTAURANT SHOW

REF: STOCKHOLM 877

1. COMMERCIAL AND PRESS ATTACHES OF EMBASSY HELSINKI
HEARTILY ENDORSE EMBASSY STOCKHOLM STATEMENT OF NEED FOR
EARLY INFORMATION ON NEW PRODUCTS, SOPHISTICATED
EQUIPMENT AND OTHER INFORMATION OF NEWS VALUE FOR PRESS
RELEASES ON SUBJECT SHOW.

2. IN ORDER TO CONVINCE LOCAL BUSINESSMEN TO INVEST
TIME AND MONEY FOR TRIP TO STOCKHOLM TO VIEW U.S. EXHIBI-
TIONS, IT IS ESSENTIAL TO GET ABOVE INFORMATION INTO TRADE
JOURNALS AND HANDS OF POTENTIAL TRAVELERS AS EARLY AS
POSSIBLE. LEAD TIME FOR TRADE JOURNALS IS 6-8 WEEKS
BEFORE THE SHOW AND CATALOGS SHOULD BE IN HANDS OF
BUSINESSMEN 3-4 WEEKS BEFORE EXHIBITION TO ALLOW STUDY
AND SCHEDULING OF TRIP.

3. SINCE FUNDS AVAILABLE FOR PR PROMOTION IN
FINLAND OF TRADE CENTER EVENTS ARE LIMITED COMPARED TO
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EFFORTS IN SWEDEN, IT IS ESSENTIAL THAT COPIES OF PRESS

RELEASES AND SUPPLIES OF OTHER MATERIAL BE SENT TO
EMBASSY HELSINKI AS SOON AS AVAILABLE FOR TIMELY
DISTRIBUTION.

4. VISIT IN JANUARY OF JIM HOWARD, AGRICULTURAL ATTACHE
STOCKHOLM, AND JERRY BERGSTROM, PR CONTRACTOR FOR TRADE
CENTER, WAS VERY USEFUL IN INITIATING LOCAL INTEREST IN
THIS SHOW AND EMBASSY WISHES TO CONTINUE TO DEVELOP THIS
INTEREST BY MAKING FLOW OF INFORMATION AVAILABLE TO TRADE
JOURNALS, TRADE ASSOCIATIONS AND BUSINESSES.
HOUSTON

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NNN

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